

## СЕКЦІЯ 18.

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# ПРОБЛЕМИ СОЦІАЛЬНИХ КОМУНІКАЦІЙ

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### **MASS MEDIA AS A TRANSLATOR OF NATIONAL CULTURE: MAIN TRENDS IN UKRAINIAN MEDIA**

In the context of globalization, for many countries, the problem of national identity, preservation of national and cultural identity becomes important, which, in turn, causes an active appeal to the cultural heritage of the people, because «only national culture can create true spiritual values» [Trubetsky 1995:274]. The development of this trend can be facilitated by the activity of the mass media, which society fulfill the role of the cultural translator in the information, being the main tool for disseminating information that actively influences the public consciousness of the individual, the mindset of members of society as a whole, they pass from generation to generation the cultural values of the people, their traditions, patrimony, ideas. By submitting this or that information, the mass media in a certain way form and develop the abilities of its audience to aesthetic perception and experience, to the creation of aesthetic values, tastes and ideals.

However, modern media broadcast cultural values through special «glasses» through which they see one and do not see the other, thanks to which they make their choice and construct the facts selected by themselves « [Burbye 2002:32]. «They,» as A. Mole notes, «in fact control our entire culture, passing it through their filters, singling out individual elements from the social mass of cultural phenomena and giving them a special weight, increasing the value of one idea, depreciating another, polarizing in this way almost all field of culture « (quot; by: [Kara-Murza 2003:329]).

The modern Ukrainian information space, according to experts, is filled with 85-90% foreign-language, aggressive, violent, pornographic,

low-standard «culture», which denationalizes children, adolescents, and youth. «All television channels, most newspapers, Internet publications are given an unlimited field to destroy the great spiritual potential of the Ukrainian nation» [Mirushenko, Nevydaylo, Chestneysha 2007:2]. This trend is significantly conditioned by the «change in socio-cultural paradigms», as a result of which «old cultural arbitrators whose task was to determine what is» good «in the sense of» has value «was replaced by new ones, for which» good «meant «Popular» [Sibruk 2005:131]. Because of this, today it has become the norm to attract the public's attention primarily with bright «fashion» materials from the sphere of show business. To this, according to J. Sibruk, in many ways contributes to the fact that «a new generation has already grown up and formed, a new audience, for which the difference between the market and the culture practically does not exist».

Although, according to our data, obtained during the psycholinguistic study (which was conducted with the purpose of determining the essence of the concepts «positive», «negative», «positivity of information», «negativity of information»), it is established that today's reader does not always satisfy the range of messages from the sphere of mass culture. In particular, it has been established that the tabloid press with materials about the life of show business stars is associated with a negative for young generation respondents, and for most informants who associate positive information with culture, pleasure brings useful, cognitive information about the history, art, spiritual heritage of different peoples. The main principles of the media that satisfy the needs of modern information consumers are the interest (29.5%); significance (27%); intelligibility (13.1%); objectivity (15.2%); immediate positivity (9.8%); entertainment (5.4%). The obtained data contradicts to the widespread opinion concerning the dominance of entertainment information among readers' tastes: as we see, this criterion takes the last place, conceding in percentage terms, first of all, interest and significance. In the Ukrainian information space, unfortunately, cognitive information is still not enough. In addition, during the analysis of some media materials, it even appears that the modern Ukrainian consumer of information sometimes purposefully leads to the idea of living like «how Europe lives», «how America lives». Although it is known that Europe began precisely with the formation of a sense of self-esteem of a citizen, his respect for his state, his people, the nation.

It is known that it consolidates the society from within and makes the country recognizable to the outside world, first of all, the symbolism of the national culture, which can be represented by outstanding names, national cultural realities, etc. Many Ukrainian authors, worried about the image of Ukraine on the international arena, complain about the negative nature of the symbolic representation at the world level (environmental catastrophes, the heroes of the «cassette

scandal», «enemies of the free press», permanent crises) and the attribution of the symbols to the pop culture register only. National and cultural concepts, unfortunately, are still little known outside the country. Today, the Ukrainian information space is even characterized by intrusive propaganda of distorted ideas about the national and cultural values, traditions of Ukraine, which is particularly evident in the advertising discourse.

Back in 1992, Oksana Pakhlevskaya in the «Open Letter to Everyone Who Loves Ukraine» wrote that «the world, tired of the cruelty and cunning of a still known policy, is looking forward to our appearance in the diplomatic arena with interest. Ukraine has a unique historical chance to become a new type of state, which speaks to the world not with the language of arms, but with the language of culture, not with the language of fear, but with the language of kindness «(cited in [Poryatinik, Lozinsky 1996: 242]). Unfortunately, this has not happened yet. We hope that for Ukraine everything is still ahead. But for this, in our opinion, first of all, it is necessary at the state level to develop and implement a strategic program for the formation and development of the national information space; create conditions for the translation of spiritual values not under the «iron» control and on the orders of the authorities / owners of the publication, but on the basis of the interest of consumers of information; create all conditions for raising the level of qualification of journalists who would be ready to cover cultural phenomena professionally.

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